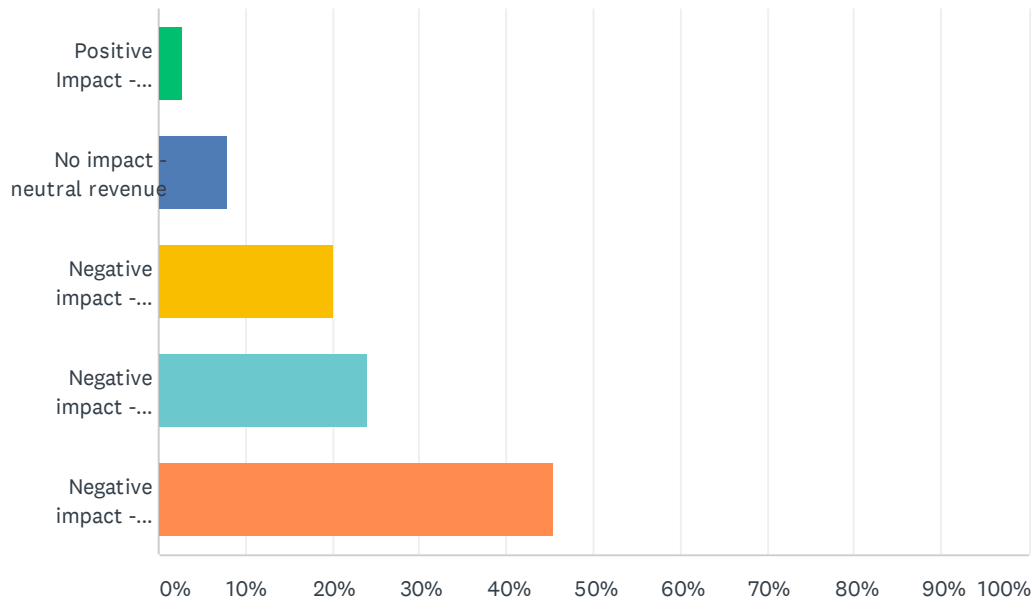


# Q1 How has your organization's revenue been impacted as a result of the COVID-19 crisis?

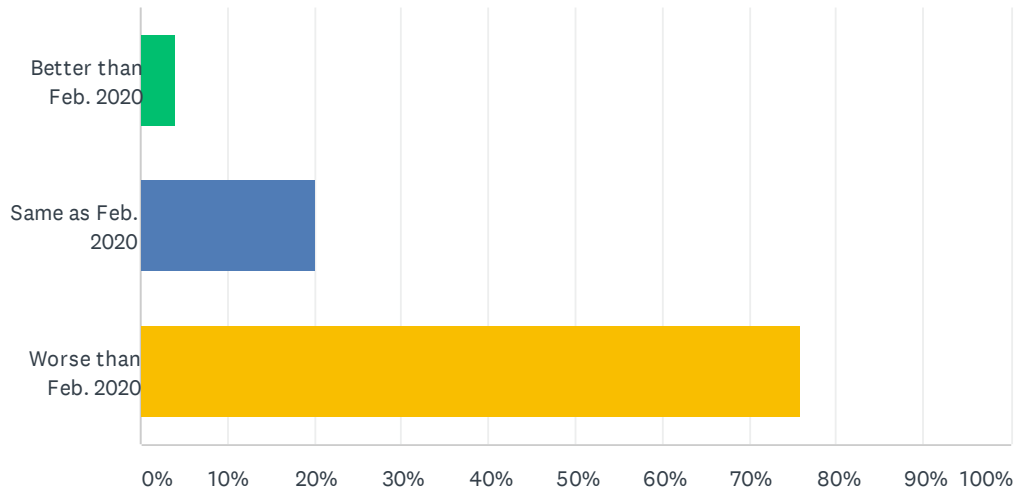
Answered: 75 Skipped: 0



| ANSWER CHOICES   | RESPONSES |           |
|--|-----------|-----------|
| Positive Impact - increased revenue                    | 2.67%     | 2         |
| No impact - neutral revenue                            | 8.00%     | 6         |
| Negative impact - minimal (approx. 15% or less)        | 20.00%    | 15        |
| Negative impact - moderate (approx. 15% to 35%)        | 24.00%    | 18        |
| Negative impact - significant (approx. 35% or greater) | 45.33%    | 34        |
| <b>TOTAL</b>   |           | <b>75</b> |

## Q2 Based on what you think today, what condition do you expect your organization to be in on June 1, 2020 (compared to February 2020) – best guess?

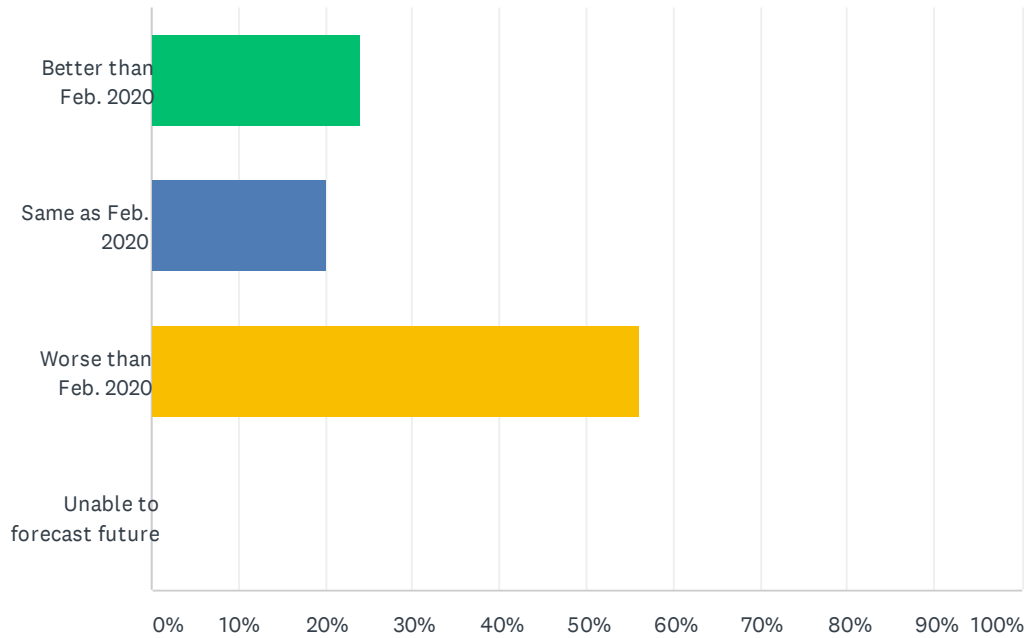
Answered: 75 Skipped: 0



| ANSWER CHOICES        | RESPONSES |
|-----------------------|-----------|
| Better than Feb. 2020 | 4.00% 3   |
| Same as Feb. 2020     | 20.00% 15 |
| Worse than Feb. 2020  | 76.00% 57 |
| TOTAL                 | 75        |

### Q3 Based on what you think today, what condition do you expect your organization to be in on September 1, 2020 (compared to February 2020) – best guess?

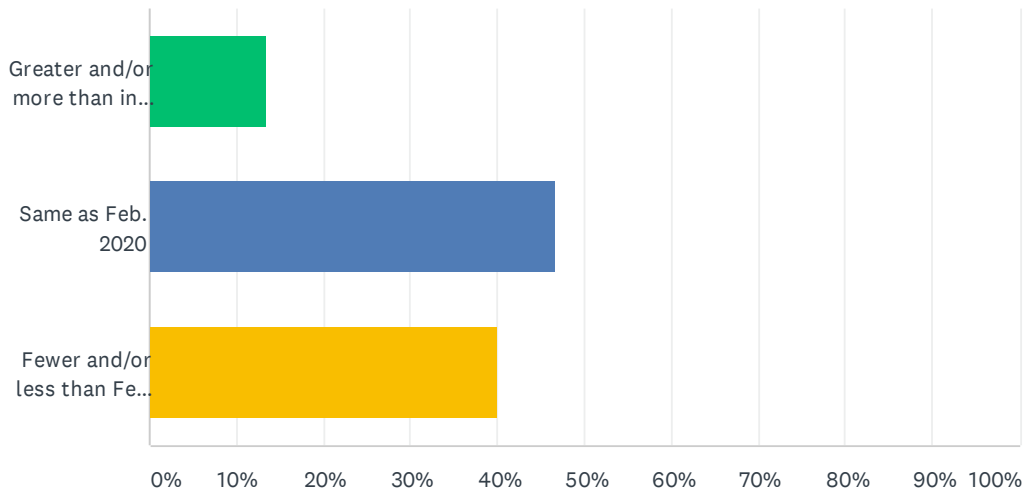
Answered: 75 Skipped: 0



| ANSWER CHOICES            | RESPONSES |           |
|---------------------------|-----------|-----------|
| Better than Feb. 2020     | 24.00%    | 18        |
| Same as Feb. 2020         | 20.00%    | 15        |
| Worse than Feb. 2020      | 56.00%    | 42        |
| Unable to forecast future | 0.00%     | 0         |
| <b>TOTAL</b>              |           | <b>75</b> |

## Q4 Compared to February 2020, do you expect your payroll levels in September 2020 to be...

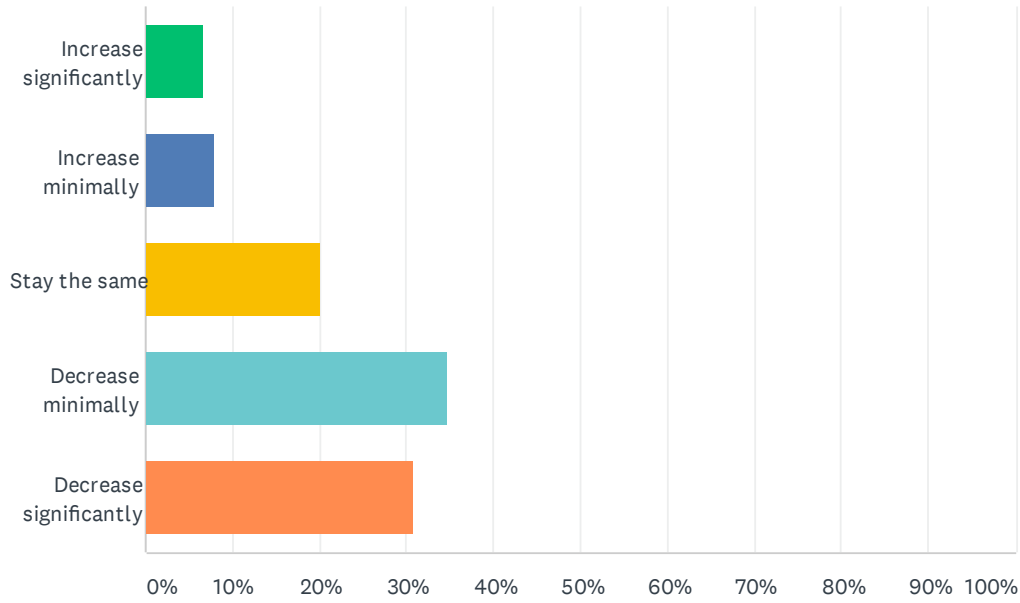
Answered: 75 Skipped: 0



| ANSWER CHOICES                        | RESPONSES |    |
|---------------------------------------|-----------|----|
| Greater and/or more than in Feb. 2020 | 13.33%    | 10 |
| Same as Feb. 2020                     | 46.67%    | 35 |
| Fewer and/or less than Feb. 2020      | 40.00%    | 30 |
| TOTAL                                 |           | 75 |

**Q5 Compared to your organization’s plans prior to the COVID-19 crisis, do you expect your spending on key business functions (payroll, upgrades to technology, physical plant, marketing, or similar) for the rest of 2020 to...**

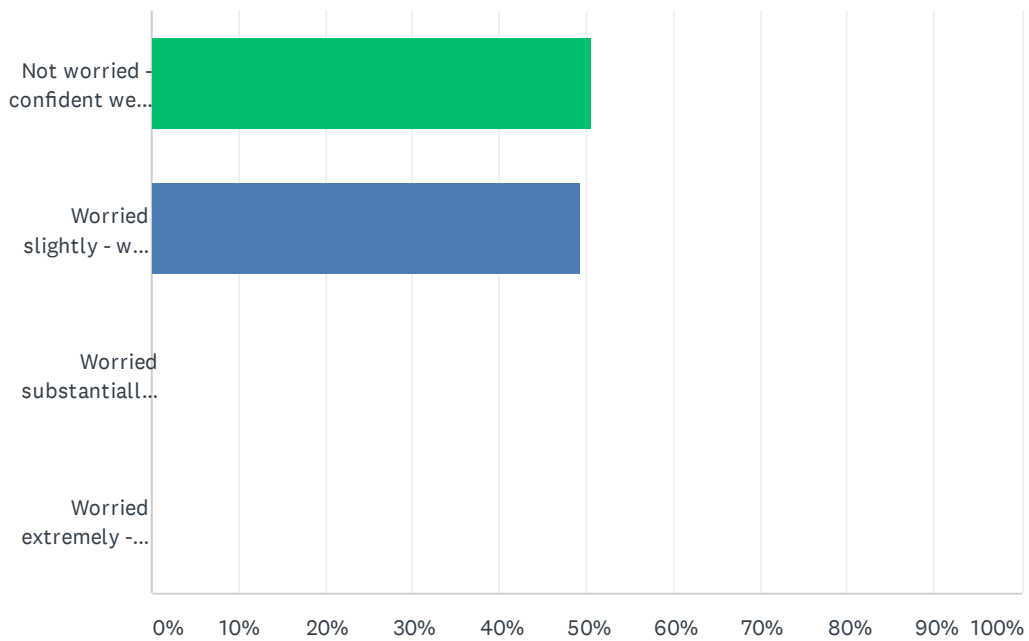
Answered: 75 Skipped: 0



| ANSWER CHOICES         | RESPONSES |
|------------------------|-----------|
| Increase significantly | 6.67% 5   |
| Increase minimally     | 8.00% 6   |
| Stay the same          | 20.00% 15 |
| Decrease minimally     | 34.67% 26 |
| Decrease significantly | 30.67% 23 |
| <b>TOTAL</b>           | <b>75</b> |

## Q6 How worried are you about your business or organization surviving this challenge?

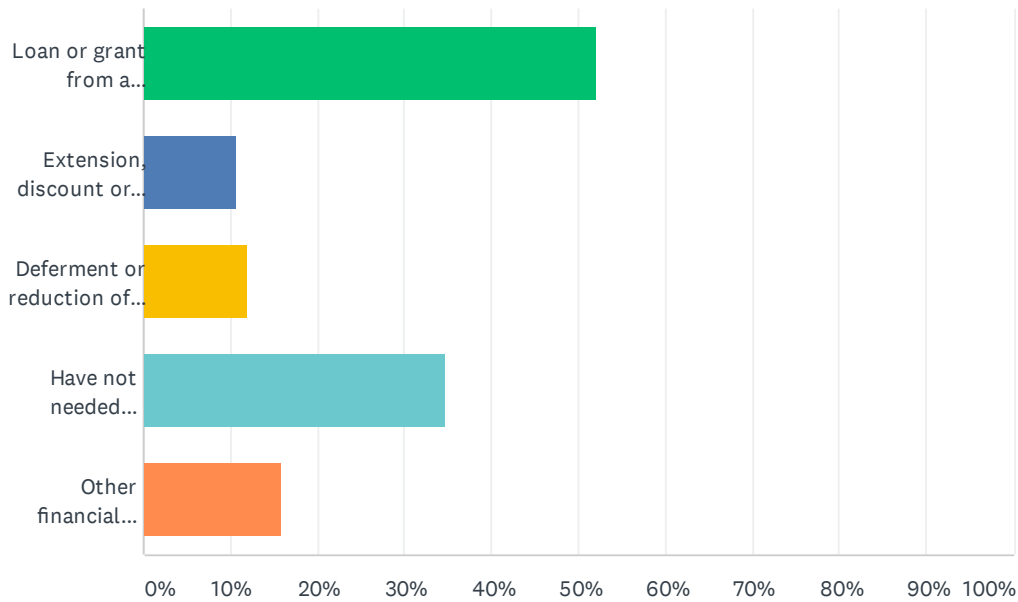
Answered: 75 Skipped: 0



| ANSWER CHOICES  | RESPONSES |           |
|---|-----------|-----------|
| Not worried - confident we will continue to operate                   | 50.67%    | 38        |
| Worried slightly - will continue to operate, but at a reduced level   | 49.33%    | 37        |
| Worried substantially - chance that we will have to cease operations  | 0.00%     | 0         |
| Worried extremely - more than likely we will have to cease operations | 0.00%     | 0         |
| <b>TOTAL</b>  |           | <b>75</b> |

## Q7 As of today, have you applied for, received, or benefited from any of the following? Check all that apply:

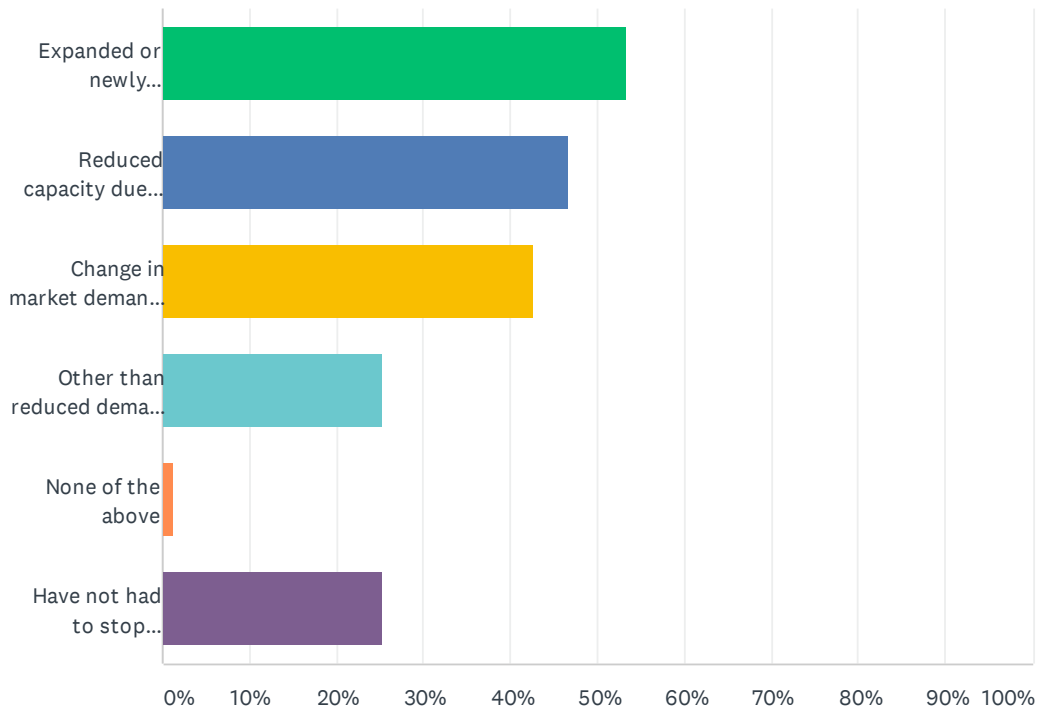
Answered: 75 Skipped: 0



| ANSWER CHOICES   | RESPONSES |    |
|--|-----------|----|
| Loan or grant from a government-sponsored entity (e.g. SBA loan/grant, Michigan Small Business Relief Program) | 52.00%    | 39 |
| Extension, discount or elimination of a debt owed (e.g. loan, rent, vehicle or credit card payment)            | 10.67%    | 8  |
| Deferment or reduction of an obligation or expense (e.g. tax or utility payment)                               | 12.00%    | 9  |
| Have not needed financial assistance yet   | 34.67%    | 26 |
| Other financial relief provided by any authority, nonprofit, business partner or stakeholder. Please specify:  | 16.00%    | 12 |
| Total Respondents: 75  |           |    |

### Q8 When your business or organization is able to re-start operations, which of the following do you anticipate? Check all that apply:

Answered: 75 Skipped: 0

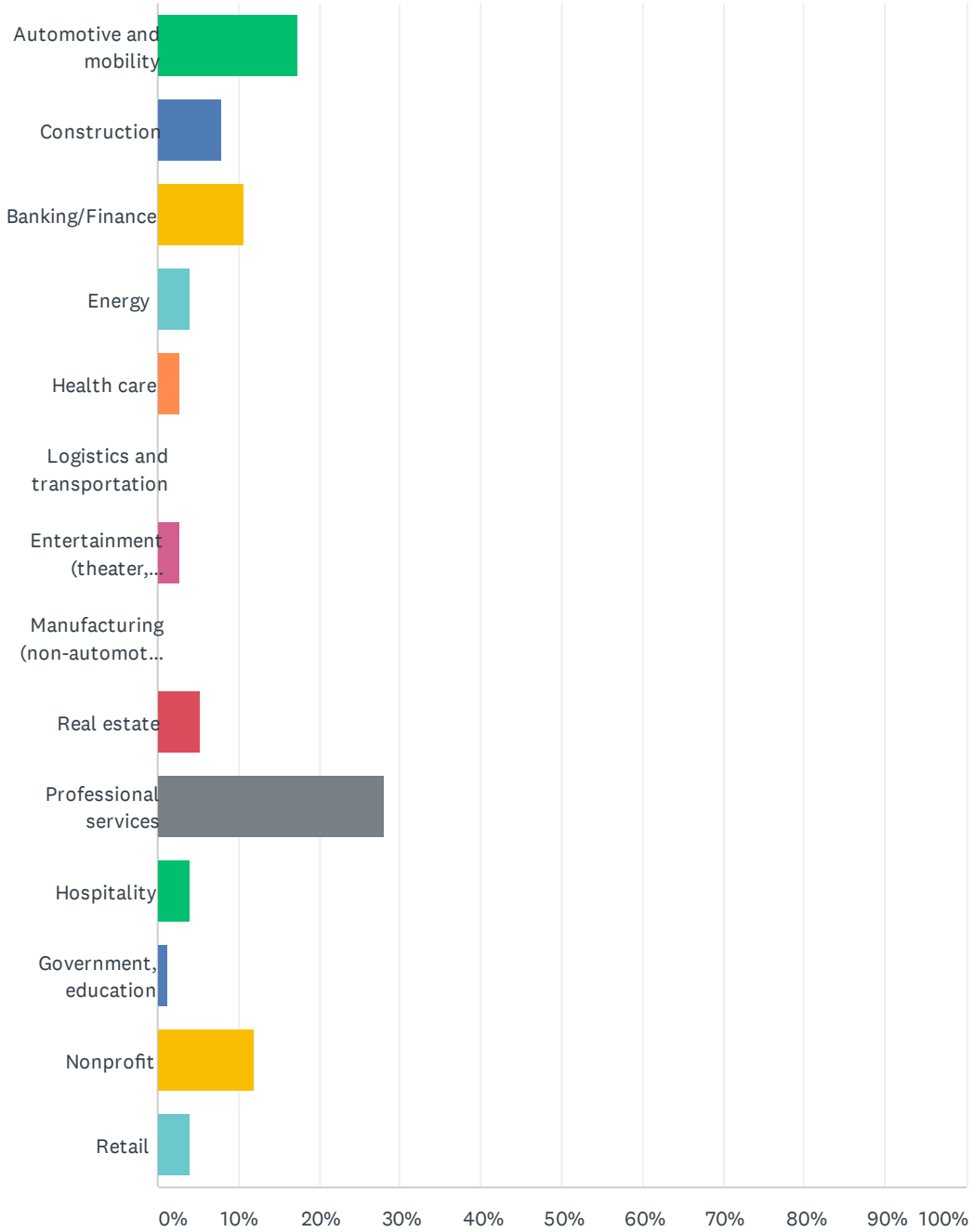


| ANSWER CHOICES   | RESPONSES |    |
|--|-----------|----|
| Expanded or newly implemented deployment of personal protective equipment (PPE) such as masks or gloves  | 53.33%    | 40 |
| Reduced capacity due to social distancing practices (e.g. fewer customers allowed in establishment, fewer in-person gatherings, reduced production capacity) | 46.67%    | 35 |
| Change in market demand for my organization's product or service   | 42.67%    | 32 |
| Other than reduced demand during the re-start period, expect operations to return to close to normal   | 25.33%    | 19 |
| None of the above  | 1.33%     | 1  |
| Have not had to stop operations  | 25.33%    | 19 |
| Total Respondents: 75  |           |    |



## Which industry do you represent?

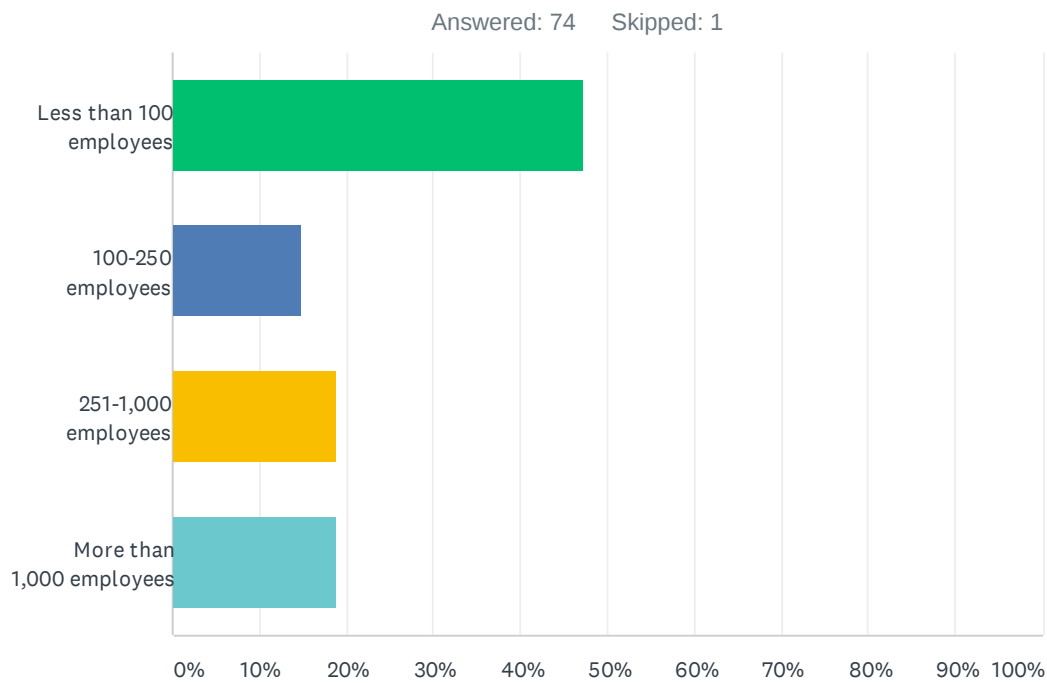
Answered: 75 Skipped: 0



## Detroit Region Business Leader Economic Outlook Survey

| ANSWER CHOICES                                       | RESPONSES |           |
|--|-----------|-----------|
| Automotive and mobility                              | 17.33%    | 13        |
| Construction   | 8.00%     | 6         |
| Banking/Finance                                      | 10.67%    | 8         |
| Energy   | 4.00%     | 3         |
| Health care  | 2.67%     | 2         |
| Logistics and transportation                         | 0.00%     | 0         |
| Entertainment (theater, cultural institutions, etc.) | 2.67%     | 2         |
| Manufacturing (non-automotive)                       | 0.00%     | 0         |
| Real estate  | 5.33%     | 4         |
| Professional services                                | 28.00%    | 21        |
| Hospitality  | 4.00%     | 3         |
| Government, education                                | 1.33%     | 1         |
| Nonprofit  | 12.00%    | 9         |
| Retail   | 4.00%     | 3         |
| <b>TOTAL</b>   |           | <b>75</b> |

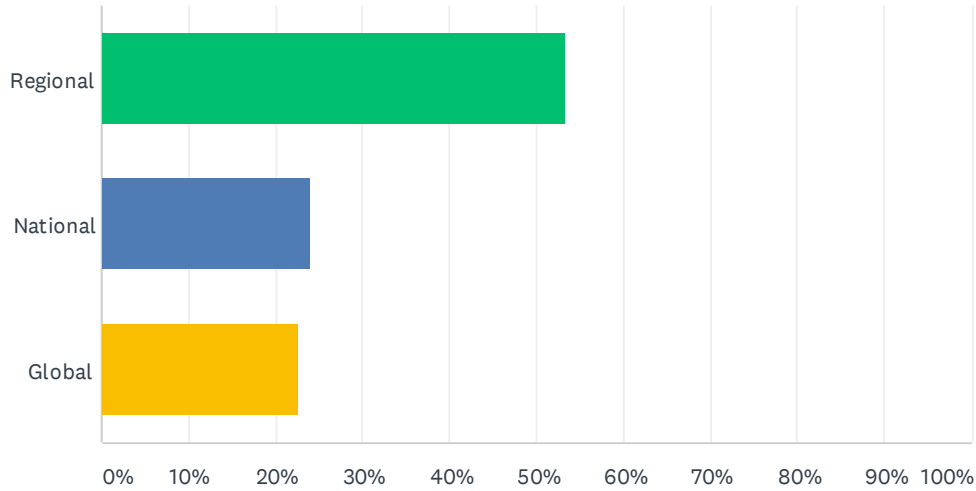
## How many employees does your business have in the Detroit Region?



| ANSWER CHOICES            | RESPONSES |           |
|---------------------------|-----------|-----------|
| Less than 100 employees   | 47.30%    | 35        |
| 100-250 employees         | 14.86%    | 11        |
| 251-1,000 employees       | 18.92%    | 14        |
| More than 1,000 employees | 18.92%    | 14        |
| <b>TOTAL</b>              |           | <b>74</b> |

## What is the overall presence of your company?

Answered: 75 Skipped: 0



| ANSWER CHOICES | RESPONSES |    |
|----------------|-----------|----|
| Regional       | 53.33%    | 40 |
| National       | 24.00%    | 18 |
| Global         | 22.67%    | 17 |
| TOTAL          |           | 75 |